

Breaking Down Silos to Gain Content Wins

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Wyndham Hotel Group

The leading industry event by digital marketers for digital marketers

Brands

WYNDHAM
HOTEL GROUP

DOLCE
HOTELS & RESORTS

WYNDHAM GRAND[®]
HOTELS AND RESORTS

WYNDHAM[®]
HOTELS AND RESORTS

WYNDHAM
GARDEN[®] HOTELS

TRYP
HOTELS

WINGATE
BY WYNDHAM

HAWTHORN[®]
SUITES BY WYNDHAM

MICROTEL[®]
BY WYNDHAM

RAMADA[®]
WORLDWIDE

BAYMONT[®]
INN & SUITES

Days Inn

Super 8

Howard Johnson[®]

Travelodge

Knights Inn

- **13 Brands**
- **3 Segments**
- **35 Domains**
- **7,500 Hotels**

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Agenda

- Marketing Clutter that you will come across in an Enterprise Organization
- How to Position Your SEO Organization as a Resource
- Success Stories



Marketing Teams





Campaigns



Franchise Organization

- 5,500 Domestic Hotels
- 2,000 International
- 56 Managed Hotels
- 1 Loyalty Program



THE OUTCOME

Duplicate Content



Inconsistent UNAP



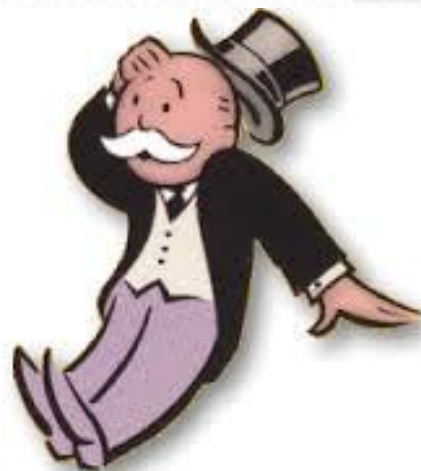
Low Quality Scores



Increased CPC



Lower Conversion



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SEO Mission: Lead Internal Teams, Franchisees,
and Vendors through, **Research, Analysis, &**
Training, in Creating initiatives that will position
Wyndham Hotel Group Brands,
within Dynamic Online environments, as the **Voice** the
Traveling Consumer is Search ing for.

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Campaigns

Search Engine Optimization

Social Media Content Video

Vanity Sites
Paid Search
Social Media

Video Deals/Content
Social Media

Field Marketing

Brand Marketing

Content Voice

Paid Media

Content

Paid Search

Loyalty

Social

Links

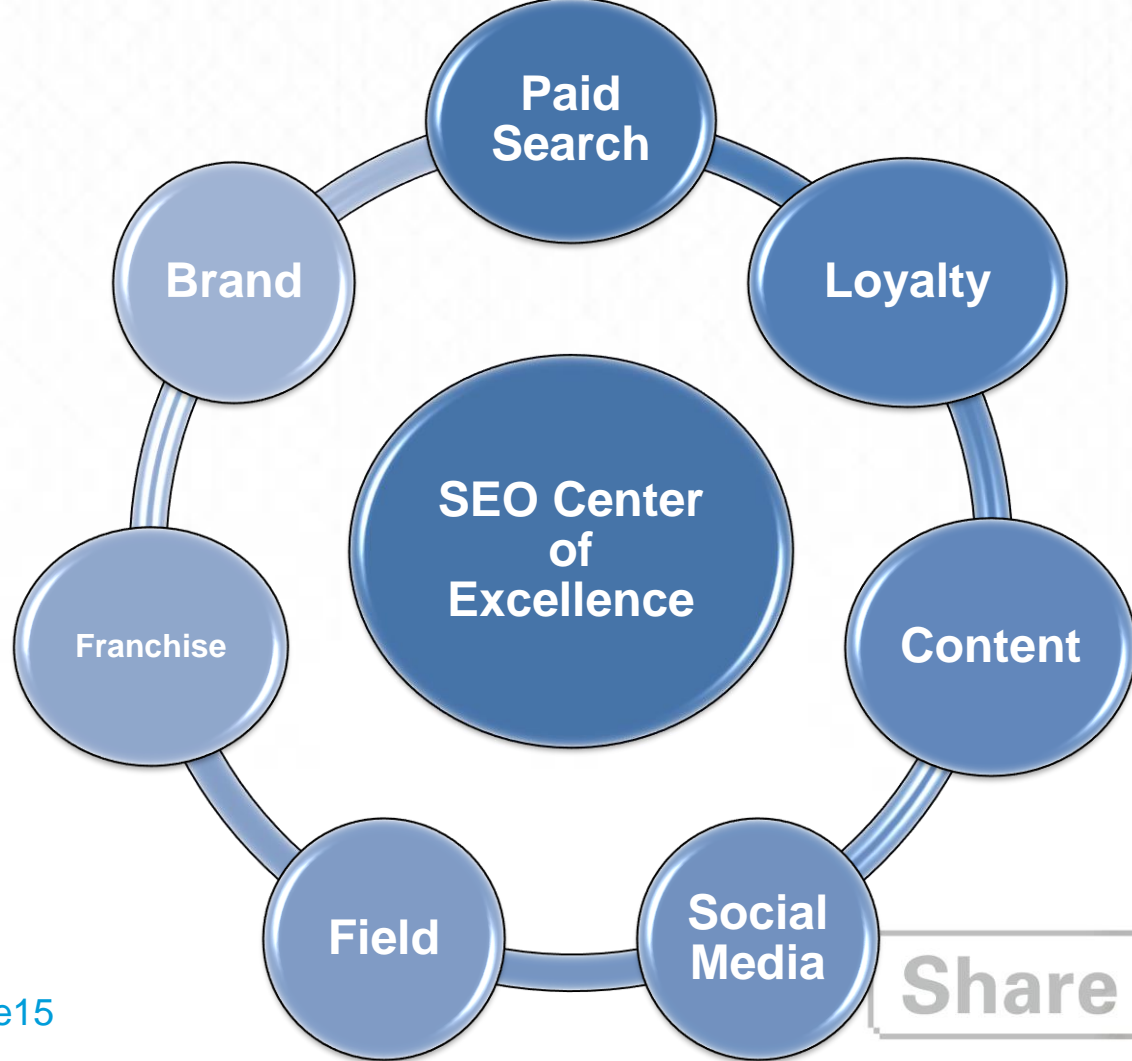
Display

Television
Social Media
Website
Video

Local Images
Voice/Call Center
Content
Video

Affiliate

Video Content



Share

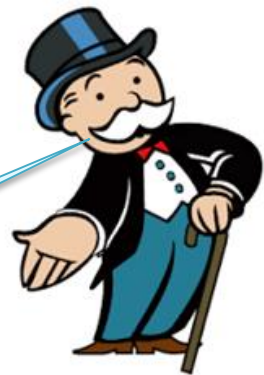
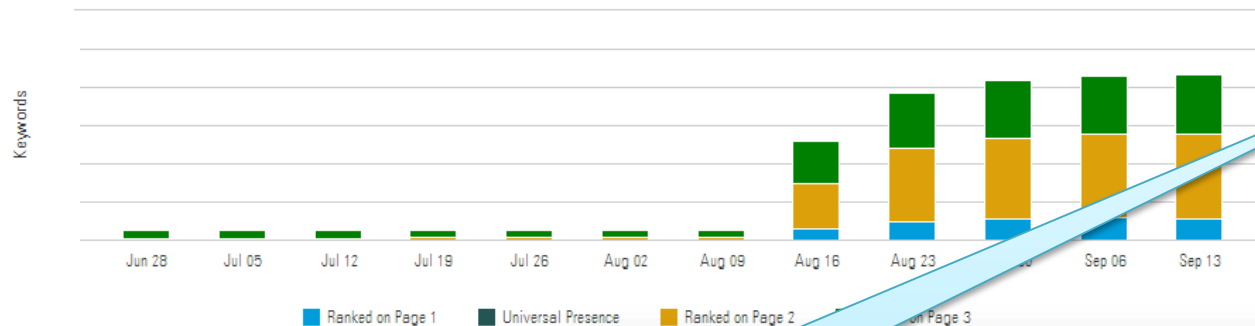


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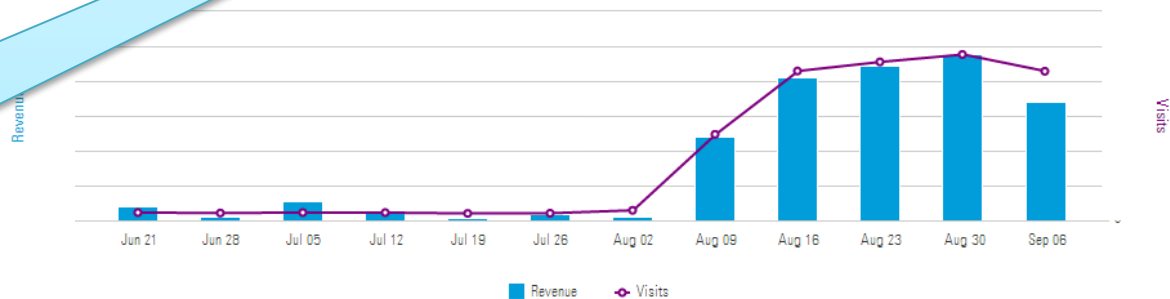
Duplicate Content

Total Ranked Keywords



Clean That Mess
Up

Total Organic Search & Visits



Local Optimization

!! PLEASE READ WHG Brightedge Guidel...



Make Defau



Property Days Inn: Baytown TX 49097

Property Days Inn: Bellvue WA 06264

Property Days Inn: Berlin BE 13403

Property Days Inn: Blainville Quebec 48249

Property Days Inn: Blairsville PA 49564

Property Days Inn: Boerne TX 49121

Property Days Inn: Bronx NY 47142

Property Days Inn: Cadiz OH 48732

Property Days Inn: Charleston SC 05262

Property Days Inn: Chongqing China 48551

Property Days Inn: Chula Vista CA 09976

Property Days Inn: College Park MD 11381

Property Days Inn: Colonia Uruguay 49217

...sure to mark your personal dashboards as private. The S...
...member of the SEO Center of Excellence. This process is

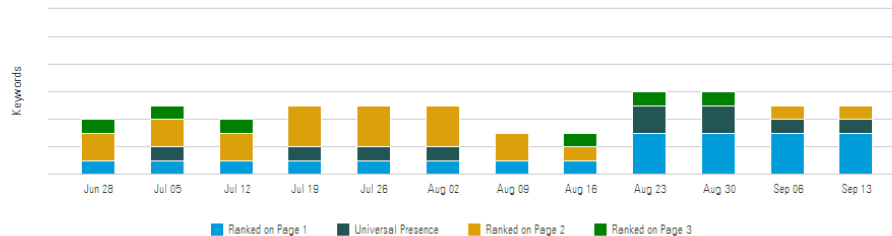
...edge platform. The E-Commerce team is charged by...
...This process is in place to ensure that we do not go c

reilly@wyn.com

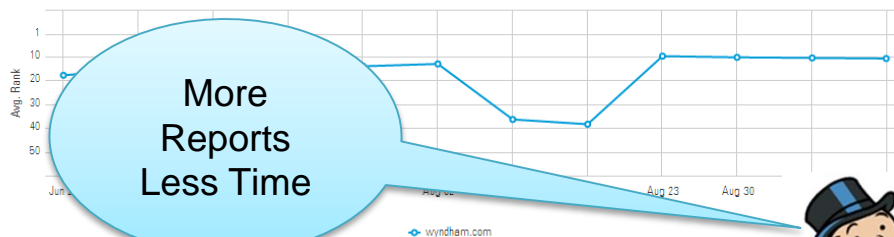
gist | casey.reilly@wyn.com | monali.uj

5-753-7828 | 973-722-0792 | richard.m

Total Ranked Keywords



Average Keyword Rank



More Reports
Less Time

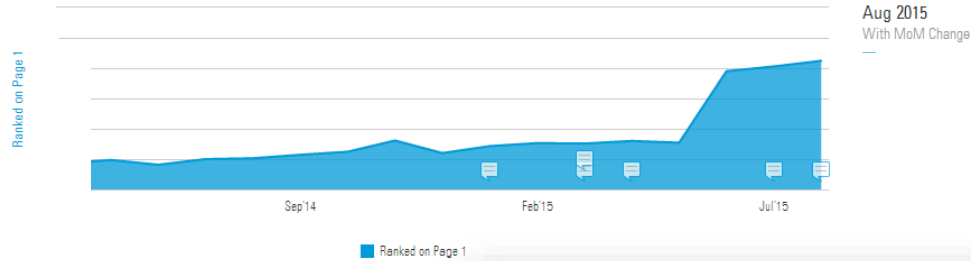
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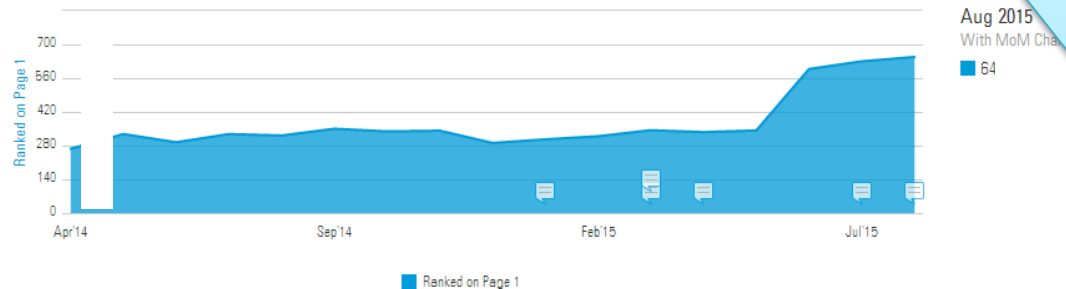
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Loyalty & Brand Marketing

WR Long Tail (3+ words in phrase) - # Keywords Ranked on Page 1



WR Total # Keywords Ranked on Page 1



Started from
the Bottom
Now We're
Here!

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Takeaways

- Position Your Team as a Resource
- Use Data & Documentation to Back Decisions
- Automate Reporting & Task Management

